

## In Th Claims

Please amend Claims 1, 22, 32, 42, and 46 as follows (Clean copy):

*Pub  
b1*  
1. A method of advertising, the method comprising:  
maintaining an Internet-related communication session between a user and a portal; and  
during the communication session, periodically selecting and playing advertisements automatically based on any one of user constraints and sales criteria.

*Pub  
b2*  
22. A system for advertising using voice control, the system comprising:  
means for maintaining a communication session between a user and a portal;  
and  
means for periodically selecting and playing advertisements automatically during the communication session based on any one of user constraints and sales criteria.

*Pub  
b3*  
32. A method of advertising comprising:  
generating a set of possible advertisements, the set of possible advertisements being related to a context;  
ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and  
periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.

*Pub  
b4*  
42. A system of advertising comprising:  
means for generating a set of possible advertisements, the set of possible advertisements being related to a context;  
means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and  
means for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.

Pub  
65  
46. A computer program product comprising computer readable program code for advertising with an Internet portal, the program code in the computer program product comprising:

first computer readable program code for generating a set of possible advertisements;

second computer readable program code for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and

third computer readable program code for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.